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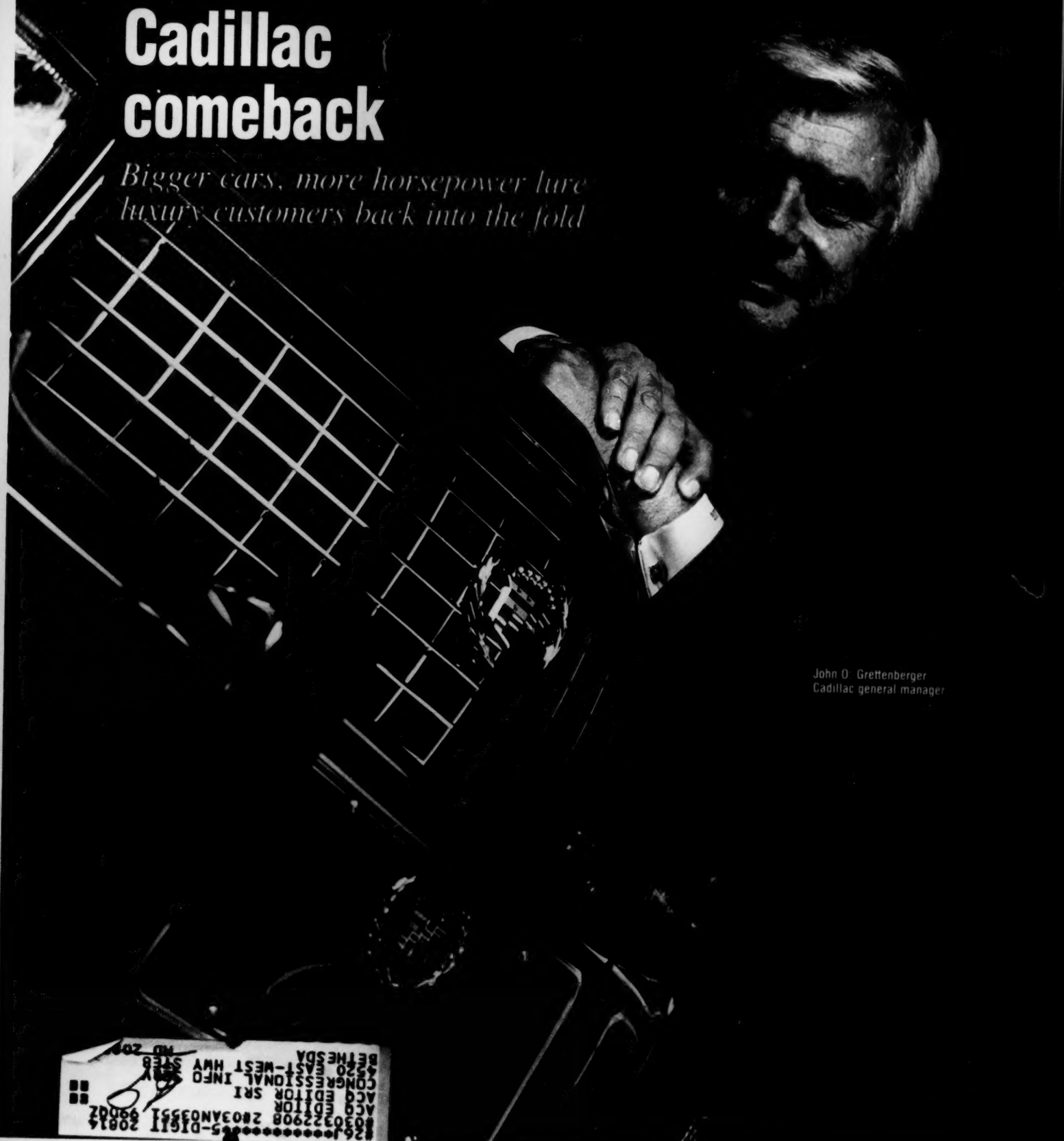
# Automotive News

August 27, 1990 — 65th year — $65.00 per year, $2.00 per copy


## Cadillac comeback

*Bigger cars, more horsepower lure luxury customers back into the fold*



John O. Grettenberger
Cadillac general manager


NEWSPAPER

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# Automotive News

August 27, 1990


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65th year—$65.00 per year, $2.00 per copy

# Saturn will tout its people first, then its cars

By Raymond Serafin and Patricia Strnad
CRAIN NEWS SERVICE

Saturn Corp. plans to dramatize how it is a "different kind of company" by profiling employees and dealers in advertisements preceding the introduction of its first cars this fall.

The testimonial-like corporate advertising on television and in print will be followed by product advertising, said Saturn dealers familiar with some aspects of ad launch plans.

Officials at General Motors' Saturn Corp. and its ad agency Hal Riney & Partners in San Francisco have declined to discuss the advertising.

One source, who asked not to be identified, said Saturn plans to include in the prelaunch television campaign "character studies" of some of those who moved to Spring Hill, Tenn., to be part of the startup of the Saturn manufacturing complex there. The move is told from the point of view of employees, their families and even a dog, the source said.

Saturn is expected to use the ad theme line, "A different kind of company. A different kind of car."

The Saturn sedan and coupe began rolling off the assembly line in Spring Hill on July 31. Cars are expected to begin reaching dealership showrooms in late October or November.

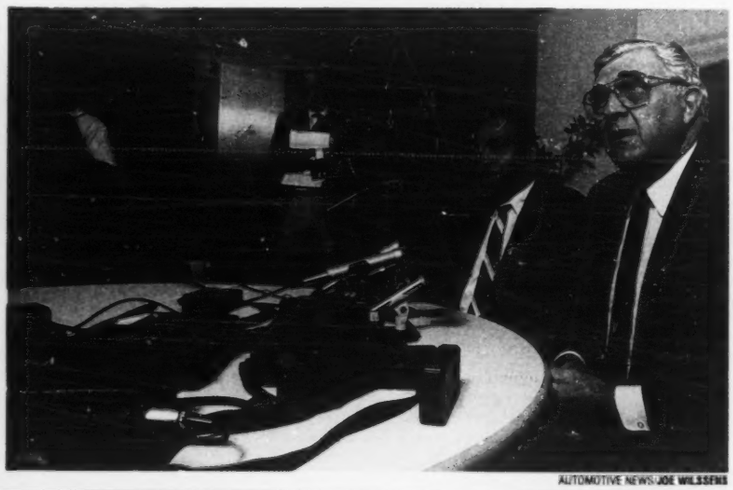
Saturn officials have told dealers that only 5 percent of the general car-buying public knows what Saturn is, so generating awareness will be an important part of early advertising.

"We have to introduce the company," said dealer Bert Boeckmann, who has the Saturn franchise for the north Los Angeles area. "If we do the right advertising job, we'll have people come in to drive the car." Boeckmann expects ads to break in mid-September.

John Campbell III

One person featured in a print ad is California megadealer John Campbell III, who is opening a Saturn dealership in Santa Ana, Calif. Campbell said the ad will mention that he also holds a Nissan franchise, in an attempt to show that an import dealer has confidence that Saturn will appeal to buyers. With this

see SATURN, page 39



AUTOMOTIVE NEWS/JOE WILSSENS

**Guessing game**
Reporters question UAW President Owen Bieber about which Big 3 company will be picked as the strike target. Bieber will announce the UAW's choice Tuesday. See story on Page 2.

# Big 3 continue Mideast activities

*Sales strong for GM and Ford; Chrysler returns next month*

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Corp. will begin its reentry into the Middle East market next month with the first shipments of Jeeps and large cars.

The timing of the return may seem terrible. But Chrysler executive Jonathan Holcomb forecasts a drop of just 10 to 15 percent from Chrysler's earlier projections of 6,000 to 8,000 sales in the Middle East for the 1991 model year.

The Iraqi occupation of Kuwait and the American military buildup in the Persian Gulf are not prompting the Big 3 to abandon a buoyant Mideast big-car market.

"We're not pulling out of the Middle East or anything else," says Holcomb, director of Middle East, Africa, Far East and Latin America sales for Chrysler's International Operations. "We are moving forward in our plans."

Meanwhile, Holcomb is looking for new transportation routes to get products to Mideast dealers.

Chrysler's calm typifies the domestic automakers' plans. The Middle East is the largest export market for North American-built cars and trucks for both General Motors and Ford Motor Co.

The Big 3 expect the crisis to have little effect on their generally buoyant Mideast sales outside of Kuwait.

Last year, GM sold 42,952 North American-built cars and trucks in the Middle East, about 42 percent of its 103,120 North American exports. Ford sold 9,550 North American-built cars and trucks in the Middle East, more than a quarter of its 37,000 exports.

Chrysler virtually ended exports

see MIDDLE EAST, page 38

# GM begins '91 rebates before '91 intro

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Before it is even under way, the 1991 model year is beginning to look a lot like the 1990 model year as far as consumer rebates are concerned.

Pontiac, Oldsmobile and Chevrolet are offering cash payments of $500 to $1,500 to buyers of 1991 models that reach dealerships before their official introduction on Sept. 27. Dealers have permission to pre-sell those cars.

The new GM incentives run through Sept. 26, thus the rebates on the 1991 models expire before those 1991 models are officially on sale.

These programs follow by just two weeks the announcement of pre-introductory price hikes of $100 to $2,780 on most models involved in the rebates.

The incentives are the first to be offered on 1991 models with fall introduction dates.

In addition to its current rebates on 1989 and 1990 models, Pontiac is offering payments on all of its 1991s.

The Pontiac rebates are: $500 on

see INCENTIVES, page 39

# ROLLING REVIVAL

*Roughed up by downsizing, Cadillac returns to its roots, boosts sales; now focus turns to younger buyers*

By Michelle Krebs
SPECIAL CORRESPONDENT

Actors Robert Conrad, Robert Guillaume and Garrett Morris drive Eldorados or Sevilles. Comic Louie Anderson and Hollywood stars Loni Anderson, Burt Reynolds, Larry Hagman and Sylvester Stallone tool around in Allantes.

Cadillacs, according to *Gentlemen's Quarterly*, are making a comeback on Hollywood's Rodeo Drive.

They are also returning to highways and byways in the rest of the country.

In the last two years, Cadillac has achieved an uptick in sales, market share and reputation largely by winning back customers — from the Hollywood movie stars to the Midwest business executives — who turned away from General Motors' flagship division in the mid-1980s.

Now, just when things look bright again, the Middle East crisis could threaten Cadillac's resurgence, but Cadillac officials are optimistic. They believe the division is in better shape to cope with an oil crisis than it was 10 years ago.

Though all of its cars are powered by V-8 engines, today's engines are more fuel efficient than those of a decade ago. The Cadillac V-8s of 1979 averaged 10 mpg. Today's average 16 in the city and 26 mpg on the highway even though horsepower has steadily increased.

In addition, Cadillac says luxury car buyers are willing to pay for size and power. The Cadillac Brougham, for

see CADILLAC, page 32

AUTOMOTIVE NEWS/JOE WILSSENS

Having steered Cadillac back to healthier sales, General Manager John Grettenberger's current challenge is to keep luxury car buyers from defecting to imported competitors.

NEWSPAPER

# INSIDE:

**Automakers roll out their 1991s**

- Alfa Romeo, Page 34
- Buick, Page 35
- Audi V8, Page 34
- Hyundai, Page 34


INTRO 1991

# UAW mulls strike target choice

*Ford tagged the favorite, quick settlement might pressure GM*

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Market share will play a crucial role in this year's contract talks between the UAW and the Big 3 automakers.

With General Motors gaining market share and Ford Motor Co. and Chrysler Corp. losing, some analysts and union leaders believe that GM may be less willing to risk a strike and less willing to break the contract pattern should Ford be selected as the target company again this year.

Union President Owen Bieber will announce his strike target Tuesday to top union leaders meeting in Detroit.

Once the union picks a target, bargaining will be concentrated at that company until a pattern-setting contract is agreed upon.

At GM's annual meeting in May, shareholders approved an increase in pensions for top executives.

The increases "may have been made with a purpose in mind; namely, get the UAW so upset that the leadership would be forced to choose GM as the target company," wrote auto analyst Jack Kirnan in a Kidder, Peabody & Co. newsletter. "Although the very complexity of the job security issue would argue for GM being chosen as the UAW strike target, we continue to believe that the odds favor Ford."

**UAW President Owen Bieber will announce the strike target on Tuesday. Contracts expire Sept. 14.**

Some union insiders close to negotiations tell *Automotive News* that their money, too, is on Ford. It's widely believed that the union can settle quickly with Ford and get what it wants because the company has good rapport with its workers and is operating at near 100 percent capacity.

"You would think the union would want to pick GM, but they can get a quicker response from Ford, and GM will have to meet the competition," said Irvin Otis, former director of industrial engineering for Chrysler. Otis is president of Irvin Otis & Associates Inc. in Southfield, Mich., a consultant firm that specializes in plant management and productivity.

Otis said the recent six-day strike at a GM parts plant in Flint, Mich., showed how the just-in-time system can quickly cripple a company. Eleven GM assembly plants were shut down due to the strike; the company lost production of 21,000 vehicles.

GM earns $2,356 on each large vehicle it sells and loses $1,395 on each small and mid-sized vehicle,

see LABOR, page 36

## 40 YEARS OF STRIKES

Table shows length of nationwide strikes by UAW during contract negotiations, in days, and indicates years in which local strikes took place during contract negotiations.

| | Ford | GM | Chrysler |
|---|---|---|---|
| 1950 | | | 104 |
| 1953 | | | |
| 1955 | * | * | |
| 1958 | 1/2 | 1/2* | * |
| 1961 | 9 | 14 | |
| 1964 | * | 11 | |
| 1967 | 65 | | |
| 1970 | | 67 | |
| 1973 | | | 9 |
| 1976 | 28 | * | |
| 1979 | | | |
| 1982 | | | |
| 1984 | | * | |
| 1985 | | | 12 |
| 1987 | | | |
| 1990 | | * | |

SOURCE: UAW
*Local strikes

**Capris are commanding price premiums in California.**

# Some dealers can't resist marking up Capri prices

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Dedicated Mercury owner Lance Clay of Los Angeles couldn't wait for the sporty Mercury Capri to hit the showrooms last month. At an auto show in Hawaii in 1982, he had fallen in love with the Barchetta concept car that eventually became the Capri.

But Clay's excitement dimmed when he entered Star Lincoln-Mercury in Glendale, Calif., and saw the words "dealer mark-up $3,000" on a price tag for a base model Capri. The dealer, according to Clay, attributed the mark-up to upgraded equipment.

"I had to look at the vehicle again to make sure it wasn't a Miata," said Clay, referring to the Mazda roadster that continues to fetch more than the manufacturer's suggested retail price. Craig Garland, the dealership's sales manager, said the store changed owners three weeks ago and the added price on the Capri "was one of the first things to go."

Garland said Capris at Star are now priced without any dealer mark-up.

But another California dealer is continuing to receive premiums for the Capri. Jack Goode, assistant sales manager of Fresno Lincoln-Mercury in Fresno, said his dealership is asking $2,500 over sticker.

"We're only getting about half of that," said Goode, who said the dealership has sold all but one of the 12 Capris that it has received in the last month.

"People are willing to pay a premium for the car," he said.

Other California dealers told *Automotive News* that although the Capri is in high demand, they will not pad the sticker.

L-M spokesman Chuck Snearly said L-M General Manager Ross Roberts received a letter from Clay about his experience with Star Lincoln-Mercury. The division contacted Star and was assured that the cars were currently selling at the manufacturer's suggested retail price.

Snearly said L-M has had no other reports of dealers selling the Capri at inflated prices. He said those who do mark up the Capri will be "counseled" by L-M, but the division does not plan to curtail Capri shipments to offending dealers. L-M has said in the past that it does not want its dealers to mark-up Capri prices.

# Domestic vehicle sales fall 4.55 percent in mid-August

By Kathy Jackson
AUTOMOTIVE NEWS STAFF REPORTER

Trucks and transplant cars were the only gainers in the middle 10 days of August as domestic vehicle sales dropped a modest 4.55 percent from high year-ago figures.

Tom Webb, chief economist for the National Automobile Dealers Association, said he "expected much worse" in light of the crisis in the Middle East and rising energy prices.

A year ago, cars sold fast when historically high consumer incentives helped rid showrooms of hefty inventories.

Sales totaled 260,106 vehicles during the Aug. 11-20 period, which had eight selling days, the same as last year. Truck sales were up 5.07 percent with 100,766 units delivered. Car sales slipped to 159,340, down 9.77 percent from 1989.

As it has for much of this year, Chrysler Corp. had the biggest drop: 19.54 percent. Chrysler's truck sales fell 9.51 percent; its car sales declined 27.27 percent.

At Ford Motor Co., all Lincoln nameplates had gains, but every other Ford Motor Co. nameplate was down. An increase in truck sales helped Ford limit its overall vehicle sales decline to 7.37 percent in mid-August.

GM's overall sales slipped 6.10 percent. Car sales slid 10.15 percent; truck sales were up 1.31 percent.

Chevrolet, up 8.65 percent in overall car sales, was the only GM division to report an increase. Oldsmobile fared worst among GM's divisions, down 32.44 percent.

Nissan joined Chrysler as the only domestic maker to report a decline in truck sales, and its combined domestic car and truck sales slipped 0.26 percent.

Mazda led all transplants with a gain of 182.38 percent. The 1,900 deliveries of the 626 model, which hadn't yet gone into production at the Flat Rock, Mich., plant at this time last year, helped Mazda's rise.

Toyota's sales of U.S.-built vehicles were up 65.78 percent; Honda's were up 26.62 percent; and Mitsubishi's were up 23.62 percent.

## 10-DAY SALES

**DOMESTIC BUILT**

**CARS**

| | August 11-20, 1990 | % change '90 vs. '89 |
|---|---|---|
| Eagle | 1,526 | – 1.61 |
| Chrysler | 4,038 | + 20.72 |
| Dodge | 7,250 | – 29.97 |
| Plymouth | 4,997 | – 45.93 |
| **CHRYSLER MTRS.** | **17,811** | **– 27.27** |
| Ford | 28,359 | – 23.16 |
| Lincoln | 8,142 | – 33.11 |
| Mercury | 4,612 | + 11.83 |
| **FORD MOTOR** | **41,113** | **– 22.72** |
| Buick | 11,970 | – 24.85 |
| Cadillac | 5,570 | – 5.14 |
| Chevrolet | 30,223 | + 8.65 |
| Oldsmobile | 9,701 | – 32.44 |
| Pontiac | 12,633 | – 10.00 |
| **GENERAL MTRS.** | **70,097** | **– 10.15** |
| **HONDA** | **12,323** | **+ 26.62** |
| **MAZDA** | **2,660** | **+ 182.38** |
| **MITSUBISHI** | **1,120** | **+ 23.62** |
| **NISSAN** | **3,129** | **+ 3.92** |
| **SUBARU** | **643** | **—** |
| **TOYOTA** | **10,444** | **+ 65.78** |
| **U.S. CAR TOTAL** | **159,340** | **– 9.77** |

**TRUCKS**

| | | |
|---|---|---|
| Chrysler | 62 | – 13.89 |
| Dodge | 8,690 | – 5.67 |
| Jeep | 4,700 | – 22.28 |
| Plymouth | 3,617 | + 2.44 |
| **CHRYSLER MTRS.** | **17,069** | **– 9.51** |
| **FORD MOTOR** | **36,512** | **+ 19.34** |
| Chevrolet | 32,859 | – 2.52 |
| GMC | 8,707 | – 2.27 |
| Oldsmobile | 830 | — |
| Pontiac | 791 | — |
| **GENERAL MTRS.** | **43,177** | **+ 1.31** |
| **ISUZU** | **302** | **—** |
| **NISSAN** | **3,606** | **– 3.55** |
| **U.S. TRK. TOTAL** | **100,766** | **+ 5.07** |
| **U.S. CAR-TRUCK TOTAL** | **260,106** | **– 4.55** |

There were 8 selling days in the period this year and last year.

# Fleet buyers maintain orders for 1991

By Joseph Bohn
TRUCK EDITOR

Fleet sales may help stabilize an otherwise chaotic new-car and truck market in 1991.

Major fleet buyers, who are formulating their 1991-model buying plans, expect to repeat last year's strong buying activity, an *Automotive News* survey of seven major corporations suggests.

**3M drops Dynasty for Acclaim, Page 36**

Given the uncertainties in the economy and the oil supply from the Middle East, some fleets may still reassess their trade-in or buying plans.

But heading into 1991, it's still business as usual.

In 1989, fleet sales constituted about 20 percent of all new-vehicle sales, up from 13.5 in 1979, according to the National Automobile Dealers Association.

And fleets consist almost exclusively of domestic nameplates, according to Phillip Russo, assistant executive director of the National Association of Fleet Administrators in Iselin, N.J.

Uncertainty in the world hasn't translated into fleet buyers pulling in their horns.

As Tim Hoffman, manager of fleet services for 3M Corp. in St. Paul, Minn., pointed out, "If I have a stable replacement cycle that makes economic sense to our fleet, then we'll stay with that cycle unless there's a severe recession in the economy.

"Deferring purchases has a way of catching up to you. It's like not paying your Visa bill. Ultimately, it's still there," Hoffman added.

Chevrolet's Lumina APV minivan will continue to make inroads into commercial fleet markets this fall.

Premark International Inc.'s Tupperware Division in Kissimmee, Fla., for example, has placed orders for 2,500 Lumina APVs, according to John Bandy, director of fleet operations. They will replace Dodge Caravans.

Bandy cited the APV's "modern look" and "flexibility seating" as primary reasons for selecting it.

Tupperware's fleet business is basically all van. The company turns over its fleet of nearly 7,000 vehicles every two years.

Xerox Corp. of Rochester, N.Y., gave its employees a choice of Lumina APV, Dodge Caravan C/V cargo van or Ford Ranger pickup truck last year and plans to do so again in 1991, according to Ron Pink, business manager for vehicle fleet business.

About 2,200 employees picked Lumina APVs, 1,500 picked the Chrysler minivan and 200 picked Ford Ranger. Xerox also bought about 200 Pontiac 6000 mid-sized cars.

Pink expects the company to purchase 3,500 to 3,800 vehicles in 1991, following last year's pattern.

"We had excellent driver feedback on all the products," he said. "We're very happy with them."

The National Association of Fleet Administrators says about 99 percent of fleet vehicles are domes-

see FLEETS, page 36

## Corrections

- A story last week gave the wrong pre-introductory price for the 1991 Oldsmobile Toronado Trofeo. The price is $26,495.
- An Aug. 6 story on the Chevrolet Caprice stated that its air bag would deploy in frontal impacts over 24 mph. Actually, the bag will deploy at speeds as low as 12 mph, depending on the severity of the impact.
- A headline Aug. 20 mistakenly identified Bill Nerenberg, who was released by the National Vehicle Leasing Association, as the organization's founder. He was the executive director.

# Delays prompt Chevrolet to drop Beretta droptop

By Jack Keebler
AUTOMOTIVE NEWS STAFF REPORTER

Chevrolet last week canceled its long-delayed convertible version of the Beretta compact coupe.

That leaves Chevrolet dealers with only Camaro to offer in the mid-price segment of the convertible market. But sources at Chevrolet and ASC Inc. of Southgate, Mich., say Chevrolet has been discussing reviving the Cavalier convertible that was dropped at the end of the 1989 model year.

The demise of the Beretta program was announced by the parent of the company that was doing the conversion: C&C Inc. of Brighton, Mich.

"General Motors made a marketing decision," said Kenneth J. Zak, manager of investor relations at Masco Industries Inc., of Taylor, Mich. Masco bought C&C in 1987.

"The inventory on Corsica and Beretta is high," Zak said.

Last year Chevrolet sold 96,765 Berettas through the first seven months. Sales for the period dropped to 63,481 this year.

Another problem, Zak said, "was that this was supposed to be a '90 program and it was delayed for a variety of engineering problems and changes."

Chevrolet spokesman Tom Hoxie said delay, as C&C struggled to meet Chevrolet's tougher goals for quality, forced the cancellation. That delay allowed other makers to get a secure footing in the affordable convertible market.

Beretta competition would have included ragtop versions of the Pontiac Sunbird, Dodge Shadow, Ford Mustang, Chrysler LeBaron, Mercury Capri, Toyota Celica, Volkswagen Cabriolet and Camaro.

Hoxie said the price of the droptop Beretta was originally supposed to fall somewhere between $15,000 and $17,000. But he said estimates this year put the price closer to $20,000.

"Based on our analysis of the convertible market in this size and price range, we concluded that a sufficient opportunity to market the Beretta convertible profitably no longer existed."

Asked about reviving the Cavalier convertible, Hoxie said the possibility had been discussed with ASC.

The Southgate company converted the Cavalier and continues to convert the Pontiac Sunbird at a plant in North Jackson, Ohio, just a few miles from the Lordstown, Ohio, plant that builds the J-cars. An ASC representative said it would only take "three to six weeks" to make the changes necessary to again produce the Cavalier convertible.

In June 1989, Chevrolet told the press that the Beretta convertible would be built in January 1990 "with the first units going to dealerships in Florida and California." The balance were due in showrooms by last spring.

see BERETTA, page 38

## *Oldsmobile convertible last of 1990 introductions*

Shipments of the Oldsmobile Cutlass Supreme convertible began the week of Aug. 13, making it the final 1990-model vehicle to be introduced.

The $20,995 car was announced Sept. 7, 1989, for a midyear introduction, but manufacturing difficulties at GM's Doraville, Ga., plant delayed the project. Only 450 were built before the plant changed over to 1991 models.

The ambitious conversion of coupes to convertibles is carried out at the plant by GM and conversion specialist C&C Inc. of Brighton, Mich. The convertible design uses a structural top bar that contributes to body rigidity, retains standard seatbelt anchors and outside door-handle mechanisms and protects rear-seat passengers from some wind buffeting. The top mechanism is electrically operated, and the top has a headliner.

Only 450 '90 Cutlass Supreme ragtops were built.

Production engineers said they discovered unacceptable body shake in early versions of the car, and introduction was delayed until the problem was resolved.

Oldsmobile used a prototype version of the Cutlass Supreme convertible as the pace car at the 1988 Indianapolis 500.

— William R. Diem

# Indonesian group readies Mazda store in California, wants more U.S. outlets

By Kristine Stiven Breese
AUTOMOTIVE NEWS STAFF REPORTER

IRVINE, Calif. — A group of Indonesian investors will open a mammoth Mazda dealership in Southern California next month and has set its sights on other stores.

Irvine Mazda is scheduled to open Sept. 7. It is the first U.S. dealership for the investors, who founded Indomobil (America) Inc. in 1988 "for the purpose of acquiring and operating dealerships within the United States."

At 90,000 square feet, it is one of the largest single-point Mazda facilities in the nation, according to Mazda Motor of America Inc. The store sits on three acres in the Irvine Auto Center mall in affluent Orange County, south of Los Angeles.

Irvine Auto Center is home to nine dealers representing 26 nameplates. Last year combined sales at the auto center totaled $400 million.

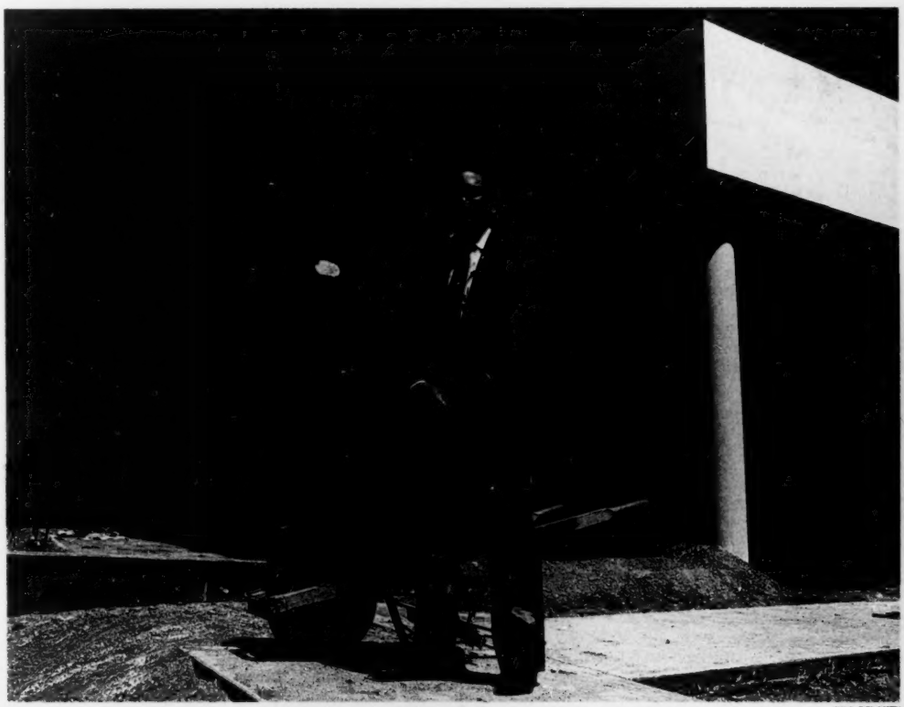
Dealer sources peg the Irvine Mazda investment — its building, land and other assets — at close to $9 million. Benny Burns, executive vice president of Indomobil (America), would not confirm the figure but called the store "a sizable investment."

Burns, a former sales operations manager with Mazda's Pacific region, joined Indomobil (America) Aug. 1. He said the company has no formal ties to Indomobil in Jakarta, Indonesia. The Indonesian operation is a large trading company that deals in automotive and other businesses.

"Our first concern will be to get this dealership up and operating, then we'll tackle where to go next," said Burns. "We are looking at a number of other opportunities."

Burns would not say how much money is available for other Indomobil (America) ventures. "We could do some more of those," he said, pointing to the Irvine Mazda

see MAZDA, page 38



BILL DELANEY

Ossy Tirta, president of Indomobil (America) Inc., and the group's new Mazda dealership in Irvine, Calif.

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# Volvo shows top-line 900; U.S. debut set for autumn

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — Volvo Car Corp. has taken the wraps off its new 960/940 range, a reskinned version of the eight-year-old 700 series that gives the Swedish company a more direct competitor to German luxury sedans.

The top-of-the-range 960, which takes Volvo farther upscale, has an all-new driveline, including an in-line six-cylinder, 3.0-liter engine and electronically controlled automatic transmission.

The 960 and the four-cylinder 940 replace the 760 and some versions of the 740. The 960/940 are distinguished by a new, rounder rear design with a softened angle for the upright C-pillar, long a source of criticism.

The 940 will be introduced in the United States this fall in GLE, Turbo and SE packages. The 740 will be offered in two versions, the 740 Turbo and 740.

The 960 is not scheduled to debut in the United States until the 1992 model year because of capacity limitations in Sweden and the schedule for compliance with California emissions standards.

Meanwhile, Volvo is phasing out the Carrozzeria Bertone-built 780 coupe, which has been sold primarily in the United States and Japan. Production of the coupe will cease at the end of the 1991 model run end, according to a Volvo Cars of North America spokesman. The coupe, which is produced at Bertone's plant in Turin, Italy, will lose its 780 designation in the United States this year and will be referred to only as "the coupe."

Plans call for exporting 400 coupes to the United States for the 1991 model year. They will have a special "Nuccio Bertone" signature plaque.

The 780 has never been a big sales success, but the spokesman said the car, introduced in 1985, was programmed for a limited production run. He said the close-out does not result from disappointing sales.

No new 900-series-based coupe is planned.

Only about 8,000 960s will be produced in 1990 — all designated for Europe. Capacity for the range-

see VOLVO, page 38

Volvo moves upscale with the 900 series. This 940SE is U.S.-bound.

**U.S. VOLVO 700 SALES**

| | Jan.-July 1990 | Jan.-July 1990 | Percent change |
|---|---|---|---|
| 740 | 30,098 | 27,620 | + 8.98 |
| 760 | 4,885 | 7,394 | – 33.93 |
| 780 | 496 | 1,095 | – 54.70 |
| Total | 35,479 | 36,109 | – 1.74 |

# West Germany leads Europe to sales upturn in July

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — New-car sales in Western Europe rose slightly in July as the booming West German market — Europe's largest — helped offset declines in the United Kingdom and Italy.

European sales in July edged up 1.8 percent to 1,028,700 units. Through the first seven months of 1990, 8,325,500 cars were sold, 0.3 percent more than last year, according to industry estimates compiled by *Automotive News*.

Industry analysts remain almost unanimous in predicting a second-half fallback that will cause the full-year total to drop 3 to 5 percent from last year's record 13.46 million.

But the strong German market is threatening to break its 1987 record of 2.92 million new registrations.

West German sales rose 14.3 percent in July to 257,700 units. For seven months, they were 4.0 percent over 1989 at 1,828,000.

Germany's market leader, the Volkswagen AG group, is clinging to first place in Western Europe with a 17-country market share of 15.4 percent. Fiat Auto S.p.A. is next at 15.3 percent.

Sales for the VW group — including the VW, Audi and Seat brands — fell 2.2 percent in July to 174,500. But for the year, sales were up 2.3 percent. A star performer has been Seat, VW's Spanish subsidiary, which boosted its European sales 7.1 percent to 195,400 despite an industrywide decline in Spain's home market.

Fiat group — including the Fiat, Lancia and Alfa Romeo brands — suffered a 6.8 percent slide to 161,700 units in July. The group was 1.0 percent behind its 1989 total through seven months.

France's Peugeot S.A. group — Peugeot and Citroen — rose 4.3 percent in July to 134,800 units. For seven months, Peugeot sales were down 0.4 percent, and the group was in third place with a 12.9 percent share.

General Motors Europe — including Opel, Vauxhall, Saab, Isuzu and some North American-built GM models — held 11.8 percent of the European market in the first seven months on the strength of a 3.6 percent sales increase. July sales rose 8.9 percent to 115,500.

Ford of Europe, including the Ford and Jaguar brands, followed with 11.3 percent of the market on sales of 943,000 cars, down 0.3 percent drop from 1989. July sales climbed 6.0 percent to 101,300.

Renault S.A. sales rose 1.6 percent in July to 118,800. They were down 0.6 percent for the year to 845,700, a 10.2 percent share.

Among specialists, Mercedes-Benz sales were down 0.8 percent for seven months, and arch-rival BMW dipped 5.3 percent.

Japanese makes combined were 4.2 percent above 1989 at 915,000 sales for seven months, good for 11 percent of sales in the 17 Western European nations. Nissan was tops with 223,700, a 6.6 percent decline through July. Mazda and Honda have made new headway in Europe this year. Mazda's seven-month sales were up 19.6 percent, and Honda's climbed 13.0 percent.

New-car sales in Italy plunged 10.3 percent to 195,000 units in July, according to unofficial estimates. For seven months, sales were up 3.9 percent to 1,625,200.

Sales in France rose 4.0 percent in July to 229,400 and were 5.2 percent ahead of 1989 for seven months. But the United Kingdom, beset by rising interest rates, was down 10.9 percent to 1,111,800. July sales in the United Kingdom declined 10.5 percent to 45,700.

Sales in Spain were off 0.5 percent in July and were down 8.3 percent for seven months.

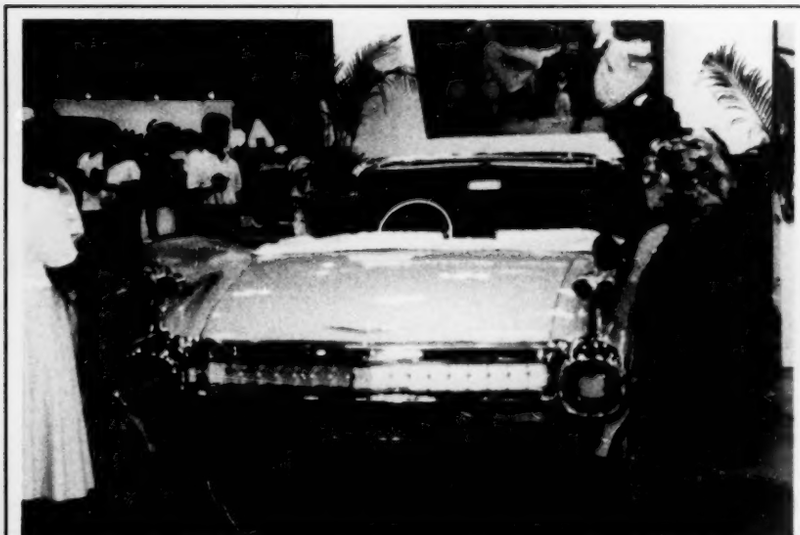
## NEW-CAR SALES BY COUNTRY IN EUROPE

| Country | 7 Months 1990 | Pct. change vs. 1989 |
|---|---|---|
| Germany | 1,828,000 | + 4.0 |
| Italy | 1,625,200 | + 3.9 |
| France | 1,417,400 | + 5.2 |
| United Kingdom | 1,111,800 | −10.9 |
| Spain | 652,500 | − 8.3 |
| Netherlands | 357,600 | + 2.3 |
| Belgium-Luxembourg | 336,300 | +10.3 |
| Switzerland | 223,100 | − 0.8 |
| Austria | 192,000 | + 5.3 |
| Sweden | 149,300 | −18.2 |
| Portugal | 121,600 | − 4.3 |
| Finland | 94,300 | −18.0 |
| Greece | 66,500 | +46.6 |
| Ireland | 58,500 | + 4.0 |
| Denmark | 53,600 | + 5.4 |
| Norway | 37,800 | +20.9 |
| Total | 8,325,500 | + 0.3 |

## EUROPEAN SALES

| Manufacturer | 7 Months 1990 | 1990 share* | 7 Months 1989 | Volume change (%) '90 vs. '89 |
|---|---|---|---|---|
| Volkswagen | 1,284,700 | 15.4 | 1,256,000 | + 2.3 |
| Fiat Auto** | 1,270,500 | 15.3 | 1,283,500 | − 1.0 |
| Peugeot S.A.*** | 1,070,900 | 12.9 | 1,075,500 | − 0.4 |
| General Motors**** | 982,800 | 11.8 | 948,300 | + 3.6 |
| Ford† | 943,000 | 11.3 | 946,000 | − 0.3 |
| Renault | 845,700 | 10.2 | 850,400 | − 0.6 |
| Mercedes-Benz | 259,000 | 3.1 | 261,200 | − 0.8 |
| BMW | 229,700 | 2.8 | 242,500 | − 5.3 |
| Rover | 224,800 | 2.7 | 235,000 | − 4.3 |
| Nissan | 223,700 | 2.7 | 239,600 | − 6.6 |
| Toyota | 213,300 | 2.6 | 205,600 | + 3.8 |
| Mazda | 165,700 | 2.0 | 138,500 | +19.6 |
| Volvo | 149,800 | 1.8 | 159,800 | − 6.3 |
| Mitsubishi | 102,300 | 1.2 | 101,200 | + 1.1 |
| Honda | 92,600 | 1.1 | 81,900 | +13.0 |
| Others | 267,000 | 3.2 | 272,300 | − 1.9 |
| Total | 8,325,500 | 100.0 | 8,297,300 | + 0.3 |

*Does not add to 100 because of rounding
**Includes Alfa Romeo, Lancia
†Includes Jaguar
***Peugeot, Citroen
****Opel, Vauxhall, Isuzu, Saab, North America



America's era of chrome and big fins is a big hit with Japan's young at heart, judging from the attention given to the 1950s Fords, Chevrolets, Edsels and Pontiacs displayed at a car show last month. The No.1 attention grabber? A pink '59 Cadillac convertible, pictured here.

# Finned Cadillacs of the '50s a favorite of young Japanese

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — It was a place to take your date. Young couples strolled through the First American Dream Car Fair, gawking at the cars Japanese seem to regard as the finest America has ever produced: the big finned iron of the 1950s.

The hit was a 1959 pink Cadillac available, according to exhibit organizers, for about $100,000. Youngsters lined up to have their pictures taken beside it.

The whole show was a movie set of period Americana. Hawaiian shirts were for sale, as well as such '40s and '50s kitsch as plastic dolls and Coca-Cola signs.

Dating couples were wide-eyed at the bright colors and voluminous shapes. Koji Yasui, 22, and Hiromi Tabata, 20, who work together at a computer firm, were delighted with how *hade* it all was, meaning eye-catching, gaudy. Akihiko Takamatsu, 20, brought his girlfriend to the show to see the America his parents had always talked about.

The American 1950s are special to the Japanese, "timeless and good," according to Keisuke Suzuki of the Japan Show Car Association, the main sponsor. The cars in particular, he says, convey the image of a country that was "rich, big and powerful" at a time when "Japanese were very poor. They wanted to be like the Americans in the '50s."

Suzuki is sure the American classics will continue to be popular in Japan and that sales, which he estimates at 1,000 to 2,000 units in the last few years, will rise, even at prices ranging from $40,000 to $100,000. "Japanese are not poor now," he explains.

# Malaysia moves to tighten local-content requirements

By Michael J. Dunne
SPECIAL CORRESPONDENT

KUALA LAMPUR, Malaysia — Malaysian auto industry officials revealed plans Aug. 2 for a stricter local-content policy. Industry officials said the reform is designed to accelerate the rate at which local assemblers source Malaysian parts for their assembly operations.

Since 1979, Malaysia has used a local-content policy encumbered by bureaucratic processes and stringent guidelines. To date, the Malaysian Industrial Development Authority has approved only 27 parts for the program. Thailand, in contrast, boasts an across-the-board local-content requirement of 54 percent.

"Thailand's parts manufacturers are about five years ahead of us," commented BMW's local-content executive in Malaysia, Devindran Ramanathan.

"We think that the present local-content system is not effective," acknowledged Terry Hong, executive secretary of the Malaysian Automotive Component Parts Manufacturers Association. "So, there will be formulation in the next one or two months of a new local-content policy based on target percentages."

The proposal goes to the cabinet for action in September or October. Othman said his group "is almost 100 percent certain the policy will be adopted and implementation will follow almost immediately."

He estimated that the initial minimum target level would be set at around 30 percent, about the current industry average.

Malaysia's national car, the Proton Saga, has achieved a local content rate of more than 60 percent, about twice as high as the national average. Proton officials cite two reasons:

- First, the Proton national car project was undertaken primarily to promote the development of the local parts industry.
- Second, the high percentage of local content allows Proton to be exported on favorable terms to Great Britain.

## *Proton speeds sale of shares as profits soar*

By Stephen Vines
STAFF CORRESPONDENT

HONG KONG — Malaysia's national carmaker Perusahaan Otomobil Nasional (Proton) has announced that profits have quintupled and has declared its intention to go public within a year.

Pre-tax profits for the year ended March 31 were $61 million, compared with $12 million last year. The profitability of the company reflects its dominant share of the local market and success in overseas markets, primarily the United Kingdom.

Prime Minister Mahathir Mohamad — closely identified with Proton development — said the company will seek a stock market listing two years ahead of schedule. State-run Heavy Industries Corp. of Malaysia owns 70 percent of Proton; Mitsubishi Motors Corp. of Japan holds 30 percent.

The Malaysian automaker has introduced a new Proton model called the Saga Megavalve. The Mitsubishi Lancer-based car is the first significant model change for the Saga since 1987.

## MEXICAN EXPORTS, 1st HALF

| | 6 mos. 1990 | 6 mos. 1989 |
|---|---|---|
| **CHRYSLER** | | |
| Dart/Aries 2-dr | 0 | 1,262 |
| 4-dr | 0 | 16,374 |
| Volare/Reliant 2-dr. | 0 | 1,584 |
| 4-dr. | 0 | 16,127 |
| Shadow 2-dr | 7 | 7 |
| Spirit 4-dr | 3 | 0 |
| Phantom/LeBaron | 15,538 | 60 |
| Total passenger cars | 15,548 | 35,414 |
| D-150 pickup | 13,434 | 11,063 |
| **Company Total** | **28,982** | **46,477** |
| **FORD** | | |
| Escort 2-dr | 2,440 | 0 |
| Stn Wgn | 2,422 | 0 |
| Tracer 2-dr | 12,095 | 15,889 |
| 4-dr | 0 | 7,642 |
| Stn Wgn | 1,862 | 4,696 |
| **Company Total** | **18,819** | **28,227** |
| **GENERAL MOTORS** | | |
| Celebrity | 0 | 18,408 |
| Century 4-dr | 19,641 | 1,334 |
| Total passenger cars | 19,641 | 19,742 |
| Suburban | 0 | 84 |
| **Company Total** | **19,641** | **19,826** |
| **NISSAN** | | |
| Tsuru 4-dr | 6,780 | 7,309 |
| Stn Wgn | 607 | 1,299 |
| Samurai | 22 | 67 |
| Total passenger cars | 7,409 | 8,675 |
| Pick Up | 2,617 | 3,797 |
| Ichi Van | 449 | 693 |
| **Company Total** | **10,475** | **13,165** |
| **VOLKSWAGEN** | | |
| Jetta 4-dr | 4,254 | 267 |
| Golf 2-dr | 8,300 | 3,642 |
| 4-dr | 9,330 | 4,159 |
| Sedan (Beetle) | 32 | 16 |
| Total passenger cars | 21,916 | 8,084 |
| Panel Van | 1 | 5 |
| Combi Mini Bus | 2 | 0 |
| **Company Total** | **21,919** | **8,089** |
| **Export Total** | **99,836** | **115,786** |

# Ford changeover adds to 13.7% fall in Mexico exports

**By Stephen Downer**
STAFF CORRESPONDENT

MEXICO CITY — Mexico's exports of assembled vehicles in the first six months were down 13.78 percent from the same period last year.

Much of the decline can be traced to Ford Motor Co. S.A. de C.V. plant in Hermosillo. It was closed through April, when the new Escort and Tracer went into production.

Chrysler Mexico S.A.'s export numbers also dropped significantly. It is no longer building Aries and Reliant models that were shipped to the United States from Mexico a year ago.

Figures published by the Mexican Automotive Industry Association show that 99,836 vehicles were exported from January through June, compared with 115,786 in the first half of 1989.

While half-year exports were down, exports increased in June. They rose 423 units to 26,595 vehicles.

Chrysler's first-half exports declined 37.6 percent to 28,982 this year.

Nissan Mexicana's overseas sales declined 19.7 percent to 10,475.

Exports by General Motors de Mexico S.A. de C.V. fell less than a percentage point to 19,641.

Volkswagen de Mexico's exports more than doubled to 21,919. U.S. Golf and Jetta models are now sourced mainly from Mexico.

Ford, Chrysler, GM and VW ship most of their Mexican-built exports to the United States. Nissan does not export from Mexico to the

# VW execs woo German suppliers to Mexico

**By Stephen Downer**
STAFF CORRESPONDENT

MEXICO CITY — Top Volkswagen executives based in Mexico will travel to Germany next month in a bid to persuade German components suppliers to invest in Mexico.

Martin Josephi, president of Volkswagen de Mexico S.A. de C.V., said the mission's participants will include leading Mexican government officials. Executives from Daimler-Benz, which holds an 80 percent stake in Mexican truckmaker FAMSA, also will make the trip.

Volkswagen has a major assembly operation in Mexico and plans to export 150,000 vehicles a year by 1993, mostly to the United States and Canada, according to Josephi. This year the company expects to export about 55,000.

Josephi said Volkswagen de Mexico, which imports about $633 million worth of components from Europe a year, hopes to halve such imports by the end of 1993.

It plans to do so by buying engine parts and other components from companies based in Mexico, rather than in Europe, he said.

"We will be happy if we get 10 or 15 suppliers to (come to) Mexico," said Josephi, stressing that they would be medium-sized companies that would be expected to make an average investment of up to $9.5 million each.

Josephi said Volkswagen de Mexico's "complete altering of its sourcing strategy," as he put it, is a result of the likelihood of a free trade agreement between Mexico and the United States being signed next year.

Josephi and Shoichi Amemiya, president and general director of Nissan Mexicana S.A. de C.V., believe that their three rivals in Mexico — Ford, Chrysler, and General Motors — will gain an initial advantage from an agreement simply because they are American.

Josephi said that Volkswagen has to pay a 10 percent import tax on parts shipped from Europe, whereas the American assemblers would pay nothing under the expected agreement because their parts come from the United States.

Said Amemiya: "Nissan Mexicana has been in Mexico for 30 years. We feel that we should receive preferential treatment.

Mexico's president, Carlos Salinas de Gortari, last spring declared Mexican interest in a free trade agreement, similar to the pact between the United States and Canada.

Formal negotiations are not expected to get under way until the end of this year.

Amemiya said that there are still "many uncertainties" to be clarified before any agreements are reached and he hoped Nissan Mexicana will be consulted.

He added: "I don't think Mexico will benefit overnight from an agreement. If you want to promote investment in heavy industry in Mexico, the period of pregnancy should be much longer than people are talking about. I think we need at least three years from the time of an investment being made until output starts."

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# BERETTA

FROM PAGE 3

But Beretta sailed past the launch target. When asked in May about the cause of the inital delay, a Chevrolet spokesman said, "so far the vehicle has failed to meet our quality targets."

Beretta was to have been one of a new generation of higher quality convertibles with much of the body-stiffening conversion work done inside the assembly plant in Wilmington, Del. Minor rear-seat-area reinforcement, top stack installation, hard boot installation and some interior trim work were to be done at a C&C satellite factory in Bridgeport, N.J., 20 miles from the GM plant.

Reservations about the program did not stop Chevrolet from using a 245-horsepower version of the topless Beretta to pace this year's Indianapolis 500. Chevrolet General Manager J.C. "Jim" Perkins took the wheel himself for the pace laps.

**Beretta convertible was expected to go on sale in January. Chevrolet blamed development delays and rising costs for the car's demise.**

Even C&C admitted in May that there were problems meeting Chevrolet's stiff convertible standards.

"We don't launch cars today of any kind if the quality is not right," said C&C President David Draper in a May interview. "Our plant is still working on building pilots. Everybody wants to be at a comfort level that says the car is ready to launch. It will be Chevrolet's decision when they launch."

Masco's release announcing the cancellation said C&C would negotiate with GM to pursue recovery of C&C's investment of approximately $20 million in the Beretta project.

# Four Chevrolet dealers plead guilty to price fixing

**By Helen Kahn**
SENIOR CORRESPONDENT

Four Chevrolet dealers in the Rochester, N.Y., area have pleaded guilty to charges that they took part in a price-fixing scheme at two tent sales in 1988 and 1989.

Five other Chevy dealers who were indicted insist they have not violated any law and will fight the charges.

New York Attorney General Robert Abrams originally charged nine Chevy dealerships and nine individuals with agreeing to raise tent sale prices and blocking comparison shopping by assigning customers to a particular dealer and salesperson.

In a statement, attorney Paul Braunsdorf said the four dealers pleaded guilty to avoid the expense of defending themselves. The other dealers will "vigorously" contest the charges and believe rules established at the tent sale were intended to "bring some order out of the chaos" at the event. Those rules did not restrict customers from negotiating the best deal, the statement said.

Also charged in the case were the Monroe County Chevrolet Dealers Association, the Rochester Area Chevrolet Dealer's Advertising Association and the Rochester Automobile Dealers Association.

A 10th Chevy dealership who participated in the August tent sales, Bob Johnson Chevrolet in Rochester, has not been charged. Johnson told *Automotive News* he could not comment because he believes his dealership may still be under investigation.

The four Chevy dealerships that pleaded guilty will pay $63,450 in restitution to 154 customers who bought cars at the sales. They are Durfee Chevrolet-Oldsmobile, Spencerport, $9,275 to 36 customers; Hallman Chevrolet Ltd., Rochester, $25,385 to 65 customers; Hoselton Chevrolet Inc., East Rochester, $16,290 to 32 customers; and Molye Chevrolet Sales Corp., Honeoye Falls, $12,-500 to 21 customers.

Last May, eight Rochester-area Chrysler dealerships, 10 individuals and the Rochester Automobile Dealers Association were arraigned for conspiring to fix prices on a tent sale that was scrubbed on Abrams' demand. In April, three other Chrysler dealers pleaded guilty to misdemeanor charges of facilitating conspiracy to fix prices and agreed to cooperate with the state.
A grand jury will continue its investigation through the end of the year and could bring more indictments.

# MIDDLE EAST

FROM PAGE 1

to the Middle East when it phased out models that could use leaded gasoline. It exported only 250 North American-built vehicles to the Middle East in 1989 out of 83,000 worldwide.

All three manufacturers sell cars and trucks in the Gulf Cooperation Council countries: Kuwait, Saudi Arabia, Bahrain, the United Arab Emirates, Qatar and Oman.

GM, Ford and Chrysler said last week that they will continue to support the demand for full-sized cars and trucks in Middle East markets that are still open.

Dale R. Hermiller, executive in charge of GM's international export sales, said Kuwait dealers could not take delivery of 7,000 Chevrolet Caprice units since the Aug. 2 invasion, but dealers in other Mideast markets said they would take 2,000 of those cars.

"Quite frankly, I wish I had more cars and trucks on the ground in Saudia Arabia," said Hermiller, who said GM has 45 percent of that country's "high group" car market — the most expensive cars.

"There is a very large increase in demand for commercial vehicles. We need more four-wheel-drive pickups, Blazers and Suburbans," Hermiller said.

He is projecting sales of 37,000 to 38,000 vehicles in the Middle East for the 1990 calendar year, 42,000. Until the Iraqi invasion, he said, GM sales to the region were about 15 percent over projections.

Hermiller said GM continues to talk with government officials from Gulf Cooperation Council countries about building a components plant.

The Iraq/Kuwait conflict has not delayed those talks.

Holcomb said Chrysler is re-entering the Middle East with the Chrysler Imperial and New Yorker, Plymouth Acclaim, and Jeep Cherokee and Wrangler.

In the late 1980s, Chrysler exported to the Middle East its rear-wheel-drive Plymouth Gran Fury, Dodge Diplomat and Chrysler Fifth Avenue, which could be converted to burn leaded fuel. Chrysler dropped those cars in 1988.

Jeeps had been on the Arab boycott list for some two decades until the late 1980s.

Now, Chrysler is buying Mitsubishi V-6 engines that can run on leaded fuel for the luxury cars it exports to the Middle East. Wrangler and Cherokee engines can burn leaded or unleaded.

Ford spokeswoman Lin Cummins said Ford has had no problems shipping cars to any Middle Eastern market except Kuwait.

Cummins said Ford does not give sales projections, but she said Ford is anticipating an increase in exports to the Middle East for the next several years.

In Kuwait, several Big 3 dealerships and distributorships have been looted, and vehicles have been damaged.

Some distributorship management people have left.

Late last week, GM said five employees detained in Iraq are safe. For security reasons, Ford does not comment on the whereabouts of overseas personnel.

## BIG 3 EXPORTS TO ARABIAN PENINSULA

**Table shows North American units exported to Saudi Arabia, Dubai and Kuwait**

| | GM | Ford* | Chrysler* | Total |
|---|---|---|---|---|
| 1985 | 31,003 | — | 300 | 31,303 |
| 1986 | 18,671 | 392 | 300 | 19,363 |
| 1987 | 25,778 | 6,598 | 550 | 32,926 |
| 1988 | 39,479 | 14,302 | 2,000 | 55,781 |
| 1989 | 42,952 | 9,550 | 250 | 52,752 |

*Also includes exports to Bahrain, United Arab Emirates, Qatar and Oman
SOURCE: Manufacturers

# *GM Brasil hikes alcohol-powered-vehicle output*

**By Rik Turner**
STAFF CORRESPONDENT

The turmoil in the Middle East has prompted General Motors do Brasil to boost production of alcohol-powered vehicles.

By October, output will increase from 6 percent to 15 percent of total production, said Vice President Andre Beer.

The move marks a reversal of the trend over recent years. Sugarcane alcohol, or ethanol, which powers some 4.5 million autos in the country, has been in short supply. As a result, consumers lost confidence in the fuel and Brazil's auto industry turned to gasoline. In GM's case, production of alcohol-driven vehicles dropped from 90 percent to 6 percent.

Now Brazil is replacing oil lost from Iraq and Kuwait with more expensive oil.

The state oil monopoly Petrobras is calling for huge price hikes, and authorities are considering rationing.

GM do Brasil also has lost between $6 million and $7.5 million worth of pickup exports to Kuwait because of the United Nations trade embargo.

# MAZDA

FROM PAGE 3

building. "We'll be able to make all the deals we want."

But Burns said the company's initial ambitions are local. "In the next 12 months we want to own things we can control," he said. "We don't want to have to be on planes all the time."

Some dealers in the area are miffed that another point is being filled in Orange County, where there are already eight Mazda dealers.

"If they are spending what we hear they're spending for a single-point store, they will be hard-pressed to make a dollar on it. I just don't follow the logic," said John Schultz, owner of Holiday Mazda-Oldsmobile in neighboring San Bernardino county. "They must have deep pockets."

Mazda dealer John Campbell, whose Campbell Automotive Group is 50 percent owned by Britain's Lex Service plc, is also curious.

"The point absolutely does not need to be there," he says. "I don't believe that any local dealer would get involved in this because the chance of getting a return on the investment is not that great."

Mazda has no rules regarding franchise concentration, according to a Mazda spokesman. The closest Mazda dealer to Irvine Mazda is less than four miles away.

Burns dismisses the aspersions and says simply that he and Indomobil are "more optimistic about Mazda and the market in general" than some other dealers.

Jay Ferron, a partner at J.D. Power and Associates, Agoura Hills, Calif., says that foreigners investing in the retail car business typically take a long-term view.

# VOLVO

FROM PAGE 3

topper next year is 30,000 units, based on supplies of the I-6 powerplant at Volvo's new engine plant in Skovde, Sweden.

The new car was in development for only 24 months at a cost of 2 billion crowns ($350 million). The two-year gestation period puts Volvo in a league with Japanese companies for swiftness, said Volvo Car Corp. Chairman Roger Holtback. But that timetable does not include the new engine, which has been in development for six years.

The 24-valve, double-overhead-cam, 204-horsepower unit replaces the V-6 that Volvo sourced from its engine production joint venture with Peugeot and Renault.

Holtback said the 960 and four-cylinder 940 are the first of a series of three new Volvo models that will be introduced in the first half of the 1990s. The 600 series, pegged as the mid-range successor to the 240, is expected to debut in the second half of 1991.

Volvo is counting on the new 900 to make it more competitive with German cars in Europe. That would reduce Volvo's heavy reliance on the United States, United Kingdom and Sweden; all of those markets are declining.

One notable feature of the 960 and 940 is a patented "integrated child safety seat," a built-in child safety cushion in the rear seat. The center armrest can be adjusted to create a seat for children in the 3- to 10-year-old range.

*Automotive News Special Correspondents Knut Moberg and Stig Bjorklund contributed to this re-*

## INCENTIVE WATCH

CUSTOMER INCENTIVES

| | Rebates | Finance Rates (Pct.) — Months — 24 | 36 | 48 | 60 | Expiration Date |
|---|---|---|---|---|---|---|
| **Chrysler Corp. (1989-90 models)** | | | | | | |
| Chrysler | $750-$2,000 | 2.9 | 7.9 | 7.9 | 10.9 | Sept. 30* |
| Dodge cars | $750-$1,500 | 2.9 | 7.9 | 7.9 | 10.9 | Sept. 30* |
| Dodge trucks | $750-$2,500 | 2.9 | 7.9 | 7.9 | 10.9 | Sept. 30* |
| Eagle | $750-$2,000 | 2.9 | 7.9 | 7.9 | 10.9 | Sept. 30* |
| Jeep | $500-$1,500 | 2.9 | 7.9 | 7.9 | 10.9 | Sept. 30* |
| Plymouth | $750-$1,500 | 2.9 | 7.9 | 7.9 | 10.9 | Sept. 30* |

*Incentive financing of zero percent for 24 months, 4.8 percent for 48 months and 7.9 percent for 60 months applies to Chrysler LeBaron coupe, Imperial, New Yorker, New Yorker Salon, New Yorker Landau and New Yorker Fifth Avenue; Dodge Daytona and Dynasty, and Jeep Cherokee and Wagoneer Ltd. Rates of zero or 2.9 percent for 24 months (depending on model), 7.9 percent for 48 months and 10.9 percent for 60 months are available on all other models.

| | | | | | | |
|---|---|---|---|---|---|---|
| **Ford Motor Co. (1990 models)** | | | | | | |
| Ford cars* | $700-$1,000 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Ford trucks | $600-$1,500 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Mercury* | $1,000 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Continental, Mark VII | $1,500-$2,000 | | | | | Sept. 26 |
| **Ford Motor Co. (1991 models)** | | | | | | |
| Crown Victoria | $750 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Grand Marquis | $1,000 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |

*Finance incentive is 4.8 percent for 48 months on Ford Taurus and Thunderbird and Mercury Sable and Cougar.

| | | | | | | |
|---|---|---|---|---|---|---|
| **General Motors (1990 models)** | | | | | | |
| Buick | $500-$1,250 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Riviera | $2,000 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Reatta | $3,000 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Geo cars | $500-$1,500 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Chevrolet cars | $500-$1,400 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Geo Tracker | $1,000 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Chevrolet trucks | $600-$1,500 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Lumina APV | $1,250 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Cadillac | $1,500-$2,000 | | | | | Sept. 26 |
| Oldsmobile* | $1,500-$2,500 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Silhouette | $1,250 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Pontiac | $750-$2,000** | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Trans Sport | $1,500** | | | | | |

*Rebates on 1989 Oldsmobiles are $500 more than on 1990 models. Finance rate is 4.8 percent for 48 months on 1989-90 Cutlass Supreme and Cutlass Ciera.
**Dealers contribute $1,000 on Grand Prix, $500 on Trans Sport.

| | | | | | | |
|---|---|---|---|---|---|---|
| **General Motors (1991 models)** | | | | | | |
| Buick Regal Sedan | $500-$1,250 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Chevrolet, Geo cars | $500-$1,000 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Lumina APV | $500 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Chevrolet trucks | $500-$1,000 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Geo Tracker | $500-$1,000 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Oldsmobile | $500-$1,500 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Silhouette | $500 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Pontiac | $500-$1,000 | 7.9 | 7.9 | 7.9 | 10.9 | Sept. 26 |
| Trans Sport | $500 | | | | | |
| **Hyundai (1989-90)** | $500-$750 | 1.0 | 4.9 | 4.9 | 10.9 | Sept. 4 |
| **Mazda (1990 models)** | | | | | | |
| 323 SE | $750 | | | | | Oct. 2 |
| MX-6, 626 | $500-$1,000 | | | | | Sept. 5 |
| Trucks | $750 | | | | | Sept. 5 |
| MPV | $500-$700 discount on option packages | | | | | Sept. 5 |
| **Mitsubishi (1990 models)** | | | | | | |
| Cars | $500-$2,000 | | | | | Aug. 31 |
| Trucks | $750-$2,000 | | | | | Aug. 31 |
| **Nissan (1990 models)** | | | | | | |
| Sentra | $1,000-$1,200 | | | | | Oct. 2 |
| Trucks | $1,000 | | | | | Oct. 2 |
| **Subaru** | | | | | | |
| Justy (1989-90) | $500-$1,000 | | | | | Oct. 2 |
| Loyale (1990) | $800-$1,200 | | | | | Oct. 2 |
| **Suzuki (1990 models)*** | | | | | | |
| Swift | $400-$1,500 | | | | | Oct. 2 |
| Samurai | $1,000 | | | | | Oct. 2 |
| Sidekick | $1,000-$2,500** | | | | | Oct. 2 |
| **Suzuki (1991 models)*** | | | | | | |
| Sidekick | $500-$800 | | | | | Oct. 2 |

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to buyers of 1989 and 1990 models. Most of these programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

# INCENTIVES

FROM PAGE 1

Bonneville, Sunbird, Grand Am base model and Trans Sport; $750 on the 6000, LeMans, Grand Prix and Grand Am LE and SE; and $1,000 on Firebird.

In addition to announcing consumer rebates on 1991s, Oldsmobile enhanced its current incentive program with double cash rebates on some vehicles at participating dealerships or 4.8 percent financing on certain 1990 and 1989 models.

Rebates on 1991 models are: $500 on Cutlass Calais and Silhouette; $750 on Calais S, SL and International; $750 on Cutlass Ciera, Cutlass Supreme and 88 Royale; and $1,500 on Toronado.

Rebates on the 1990 Cutlass Calais and Cutlass Ciera have been doubled to $1,500 and $2,000 at participating dealerships.

Buyer rebates on other 1990 Oldsmobiles are $1,000 to $2,500, and there is an extra $500 on 1989 models.

Chevrolet's rebates on 1991 models range from $500 to $1,000 — $500 on Geo Metro and Storm and $1,000 on Geo Prizm; $500 on Cavalier; $750 on Corsica, Beretta and Lumina; and $1,000 on the mid-year 1991 Caprice Classic and Camaro.

Truck rebates are: $500 on the Geo Tracker two-wheel drive; $500 on the Astro (excluding the all-wheel-drive and awd extended models), Lumina APV, G-Van (full-sized), Blazer (full-sized), Suburban, CK pickup and cab chassis (with automatic transmission) and R/V pickup and cab chassis; and $1,000 on the Tracker 4wd.

Rebates on 1991 trucks that are already on the market are $500 on S/T Blazer two-door and $1,000 on the S/T Blazer four-door and S/T pickup.

Chevrolet also raised rebates on 1989-90 Cavaliers from $500 to $750 and on the 1989-90 G-Van from $600 to $1,000.

General Motors Acceptance Corp. said special 4.8 percent financing on terms up to 48 months will be offered on the following 1990 cars: Chevrolet Celebrity and Lumina; Pontiac 6000 and Grand Prix; Oldsmobile Cutlass Ciera and Supreme; and Buick Century and Regal (1991 sedan included).

GMAC also said Buick will offer financing rates of 3.9 percent, 5.9 percent, 7.9 percent and 10.9 percent for terms of 24, 36, 48 and 60 months on all 1991 models except the Regal Sedan.

GM incentive programs include 7.9 percent and 10.9 percent financing for 48 months and 60 months on a wide variety of 1990 and 1991 models.

The low finance rates are offered to consumers in lieu of cash rebates.

## INCENTIVE WATCH

DEALER INCENTIVES

| | Rebate | Expiration Date |
|---|---|---|
| **Chrysler Corp. (1989-90 models)** | | |
| LeBaron, Shadow, Spirit, Sundance, Acclaim | $750 | Aug. 31 |
| Monaco (1990 model) | $2,500 | Sept. 30 |
| Premier (1989-90 base models) | $2,500 | Sept. 30 |
| Cherokee Ltd., Wagoneer Ltd., Grand Wagoneer (1989-90 models) | $500-$4,000 | Sept. 30 |
| **Ford Motor Co. (1990 models)** | | |
| Taurus SHO | $2,000 | Sept. 26 |
| Topaz, Sable, Cougar | $300-$1,500, quota (only in New York, New Jersey, New England) | Sept. 26 |
| Crown Victoria | $300 | Sept. 26 |
| Town Car | $1,500-$2,500 based on number sold | Sept. 26 |
| Continental Mark VII | $1,000-$2,000 based on number sold | Sept. 26 |
| **Audi (1990 models)** | | |
| 100 Series | $1,500 | Sept. 10 |
| **Hyundai (1989-90 models)** | | |
| Excel | $500-$750 | Sept. 4 |
| Sonata | $350 | Sept. 4 |
| **Isuzu (1990 models)** | | |
| Pickup, Trooper | $700-$1,200, based on number sold | Sept. 30 |
| **Mazda (1990 models)** | $500-$2,500, based on | |
| 929, RX-7 | number sold | Sept. 5 |
| **Mitsubishi (1990 models)** | | |
| Cars | $200-$2,000* | Aug. 31 |
| Trucks | $250-$750* | Aug. 31 |

*Quotas apply on Eclipse and 2wd pickups in some regions.

| | | |
|---|---|---|
| **Nissan** | | |
| Stanza (1990 models) | $100-$1,000, based on number sold | Oct. 2 |
| Trucks (1990-91 models) | $100-$200, based on number sold | Nov. 2 |
| Peugeot (1989 models) | | |
| 405 | $2,500-$3,500 | None |
| **Saab (1990 models)** | | |
| 9000 Series | $1,500-$4,000, quota | Aug. 31 |
| **Subaru (1990 models)** | | |
| Legacy | $1,500-$2,500 | Oct. 2 |
| **Suzuki (1990 models)*** | | |
| Swift | $400-$1,500 | Oct. 2 |
| Samurai | $1,000 | Oct. 2 |
| Sidekick | $1,000-$2,500** | Oct. 2 |
| **Suzuki (1991 models)*** | | |
| Sidekick | $500-$800 | Oct. 2 |

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

| | | |
|---|---|---|
| **Toyota (1989-1990 models)** | | |
| Tercel, Camry, Corolla | $200-$1,200, quota | Sept. 4 |
| Trucks | $300-$1,400, quota | Sept. 4 |
| **Volkswagen (1990 models)** | | |
| Golf | $500 | Aug. 31 |
| Fox | $750-$1,000 | Aug. 31 |
| Corrado | $1,000 | Aug. 31 |
| **Volvo (1989-90 models)** | $200-$800, based on number sold | Aug. 31 |

Note: Some makers offer rebates to buyers on sales of 1989 and 1990 models. Most of these programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

# SATURN

FROM PAGE 1

new car company, GM aims to compete directly with Japanese makes, and California is a key battleground.

"Clearly, the car itself is more important" and will be the focus of later advertising, Campbell said. "But based on what I've seen of the advertising plan, the first thing they'll try to do is create an image of the people behind the car in order to build some awareness of the Saturn name."

The pre-launch advertising will convey "just how dedicated" the people are who are building this car, said Dugald Yska, vice president for business development for The Winner Group in Wilmington, Del., which holds the Wilmington area Saturn franchise. "People have made significant sacrifices to contribute to the Saturn concept."

Saturn drew most of its employees, including union workers, from volunteers from other GM divisions. They relocated to Spring Hill and took cuts in base pay to do so, with the provision that they will share in the rewards if Saturn succeeds.

"It's safe to say that Saturn is more than a car," said Bruce MacDonald, vice president of communications for Saturn. MacDonald said Saturn is breaking new ground in four areas:

- Partnership between management and the UAW.
- Franchise agreements giving dealers retailing rights to establish multiple outlets over larger-than-usual territories.
- An integrated manufacturing complex in Spring Hill.
- An overriding emphasis on teamwork within Saturn and with its various suppliers.

Saturn's first two models will roll out regionally, starting on the West Coast. Dealers said they expect the cars to be aggressively priced to compete with the likes of Toyota Corolla, Honda Civic and other small Japanese cars.

Dealers are urging Saturn to make a special effort to provide extra cars and incentives to get consumers to test drive the new Saturn models, said Edward Morse, who plans to open Saturn showrooms in West Palm Beach, Tampa and Delray Beach, Fla.

Morse said the Riney advertising agency is expected to assign staff to each dealer region.

Yska said Saturn plans to form dealer groups in areas where there is more than one franchisee.

PRODUCTION

# Truck output zooms as GM plants return

By Karen Detkowski
AUTOMOTIVE NEWS STATISTICIAN

U.S. truck production rose 33.55 percent last week as plants that were idled by the General Motors parts plant strike in Flint, Mich., returned to work.

Truck production was scheduled at 77,411 units. Although up one-third over the prior week, it was 4.79 percent below the 1989 week.

So far this year, 2,613,693 trucks have been produced, 7.18 percent below the year-ago total.

U.S. automakers scheduled 106,425 units last week, 0.75 percent above the prior week but 18.75 percent below the year-ago week.

Year-to-date, 3,959,808 cars have been assembled, 12.80 percent below 1989 car output at this time.

Big 3 workers and the UAW are negotiating new contracts with job security a main issue; current contracts expire Sept. 14.

Last week's scheduled production was shared as follows: GM, 46.59 percent; Ford Motor Co., 15.16 percent; Chrysler Corp., 13.95 percent; Honda of America Manufacturing Inc., 8.25 percent; Toyota Motor Manufacturing U.S.A. Inc., 4.15 percent; Mazda Motor Manufacturing (USA) Corp., 4.02 percent; Diamond-Star Motors Corp., 3.05 percent; New United Motor Manufacturing Inc., 3.01 percent; Nissan Motor Manufacturing Corp. U.S.A., 1.15 percent and Subaru-Isuzu Automotive Inc., 0.67 percent.

All GM car facilities are running except the Willow Run, Mich., plant, which has extended its downtime through this week. The plant was idled earlier because of a canceled export order. This week's extended downtime is due to slow sales. The plant makes Chevrolet full-sized rear-drive wagons.

Ford will resume output at its Atlanta; Kansas City, Mo.; Lorain, Ohio; and Dearborn, Mich., plants this week.

All plants will be closed next Monday for Labor Day.

# Car, truck build rises in Canada

Canadian automakers scheduled 21,796 units last week, 76.37 percent above the prior week and 42.72 percent above the year-ago week.

So far this year, 669,669 cars have been assembled, 6.12 percent above 1989.

Truckmakers' targeted production of 14,302 units was 15.75 percent above the previous week but 27.83 percent below the 1989 week.

Year-to-date, 545,382 trucks have been built, 11.30 percent below last year's total at this point.

Ford's Oakville, Ontario, plant resumed output today after closing last week due to a lack of dealer orders.

Also, Volvo's Halifax, Nova Scotia, plant resumed production today. The plant was idled for a two-week vacation.

Chrysler's Bramalea, Ontario, plant was idle last week and also is down this week because of poor sales.

| U.S. CAR | Week Ended Aug. 25, 1990 | Week Ended Aug. 26, 1989 | Week Ended Aug. 18, 1990 | Aug. to Date | Jan. 1 to Aug. 25, 1990 | Jan. 1 to Aug. 26, 1989 |
|---|---|---|---|---|---|---|
| Horizon | 0 | 1,258 | 0 | 0 | 4,327 | 21,017 |
| Sundance | 2,300 | 1,593 | 2,154 | 7,900 | 53,096 | 68,927 |
| Acclaim | 2,500 | 2,859 | 2,484 | 8,347 | 65,647 | 81,639 |
| **Total Plymouth** | **4,800** | **5,710** | **4,638** | **16,248** | **123,070** | **171,583** |
| LeBaron A | 0 | 0 | 0 | 0 | 8,064 | 0 |
| LeBaron J | 1,400 | 2,520 | 1,361 | 4,701 | 32,787 | 67,282 |
| LeBaron GTS | 0 | 0 | 0 | 0 | 0 | 2,946 |
| N. Yorker C-Class | 400 | 829 | 588 | 1,787 | 26,487 | 60,582 |
| Fifth Avenue | 900 | 1,904 | 1,451 | 4,283 | 18,958 | 4,747 |
| Imperial | 50 | 0 | 56 | 123 | 12,626 | 0 |
| **Total Chrysler** | **2,750** | **5,253** | **3,456** | **10,893** | **98,922** | **135,557** |
| Omni | 0 | 1,118 | 0 | 0 | 4,078 | 22,211 |
| Daytona | 900 | 1,704 | 944 | 3,076 | 21,821 | 54,558 |
| Shadow | 2,400 | 1,738 | 2,215 | 8,268 | 60,644 | 65,726 |
| Dynasty | 1,800 | 1,808 | 2,765 | 8,236 | 72,412 | 90,646 |
| Lancer | 0 | 0 | 0 | 0 | 0 | 1,528 |
| Spirit | 2,200 | 1,756 | 2,144 | 7,334 | 60,394 | 66,947 |
| **Total Dodge** | **7,300** | **8,124** | **8,068** | **26,914** | **219,349** | **301,616** |
| **CHRYSLER MOTORS** | **14,850** | **19,087** | **16,162** | **54,055** | **441,341** | **608,756** |
| Escort | 7,940 | 8,689 | 6,465 | 24,301 | 144,992 | 211,457 |
| Mustang | 0 | 4,415 | 0 | 5,899 | 88,727 | 142,092 |
| Tempo | 0 | 2,952 | 3,580 | 8,220 | 86,800 | 98,061 |
| Taurus | 3,357 | 8,105 | 7,703 | 23,361 | 230,457 | 239,275 |
| Thunderbird | 0 | 2,653 | 0 | 4,493 | 75,112 | 104,237 |
| **Total Ford Div.** | **11,297** | **26,814** | **17,748** | **66,273** | **626,088** | **795,122** |
| Topaz | 0 | 1,448 | 820 | 2,714 | 33,294 | 45,926 |
| Cougar | 0 | 2,622 | 0 | 2,934 | 49,857 | 89,961 |
| Sable | 1,158 | 2,472 | 2,049 | 7,216 | 69,949 | 77,313 |
| **Total Mercury** | **1,158** | **6,542** | **2,869** | **12,863** | **153,100** | **213,200** |
| Continental | 1,086 | 437 | 1,174 | 4,745 | 39,458 | 43,376 |
| Mark VII | 370 | 0 | 404 | 1,562 | 14,785 | 13,978 |
| Town Car | 2,222 | 1,016 | 2,416 | 9,607 | 100,758 | 81,860 |
| **Total Lincoln** | **3,678** | **1,453** | **3,994** | **15,914** | **155,001** | **139,214** |
| **Total L-M Div.** | **4,836** | **7,995** | **6,863** | **28,778** | **308,101** | **352,414** |
| **FORD MOTOR CO.** | **16,133** | **34,809** | **24,611** | **95,051** | **934,189** | **1,147,536** |
| Skyhawk | 0 | 0 | 0 | 0 | 0 | 6,913 |
| Skylark/Somerset | 1,940 | 1,709 | 1,945 | 6,390 | 58,667 | 37,079 |
| Century | 0 | 2,824 | 0 | 0 | 41,930 | 84,932 |
| Riviera | 504 | 378 | 458 | 1,246 | 14,362 | 12,178 |
| Electra/Park Ave. | 2,809 | 1,827 | 1,705 | 5,928 | 26,955 | 49,910 |
| LeSabre (fwd) | 3,476 | 3,587 | 2,118 | 8,373 | 105,097 | 98,305 |
| LeSabre (rwd) | 0 | 272 | 0 | 0 | 4,022 | 4,372 |
| Reatta | 0 | 146 | 0 | 0 | 5,277 | 3,450 |
| **Total Buick** | **8,729** | **10,743** | **6,226** | **21,937** | **256,310** | **297,139** |
| Eldorado | 520 | 308 | 461 | 1,276 | 13,537 | 19,778 |
| Seville | 524 | 304 | 455 | 1,290 | 24,096 | 14,623 |
| Brougham (rwd) | 950 | 625 | 789 | 3,437 | 18,702 | 23,432 |
| DeVille (fwd) | 3,296 | 3,865 | 1,947 | 7,003 | 102,905 | 130,528 |
| Allante | 89 | 0 | 89 | 320 | 2,961 | 2,077 |
| **Total Cadillac** | **5,379** | **5,102** | **3,741** | **13,326** | **162,201** | **190,438** |
| Cavalier | 6,920 | 3,005 | 5,271 | 18,258 | 210,446 | 238,685 |
| Camaro | 2,355 | 1,356 | 1,399 | 6,962 | 46,423 | 66,606 |
| Celebrity | 0 | 0 | 0 | 0 | 0 | 70,349 |
| Corsica/Beretta | 5,815 | 7,635 | 6,085 | 17,612 | 185,073 | 247,596 |
| Caprice | 0 | 4,077 | 0 | 9,133 | 161,072 | 120,807 |
| Corvette | 250 | 320 | 0 | 250 | 14,895 | 16,663 |
| **Total Chevrolet** | **15,340** | **16,393** | **12,755** | **52,215** | **617,909** | **760,706** |
| Calais | 2,140 | 1,848 | 2,161 | 7,092 | 66,818 | 58,877 |
| Cutlass Ciera | 0 | 1,412 | 0 | 0 | 48,972 | 59,998 |
| Cutlass Supreme | 2,033 | 2,891 | 1,593 | 6,202 | 58,619 | 59,933 |
| Toronado | 316 | 66 | 268 | 780 | 10,289 | 4,915 |
| 88 (fwd) | 2,201 | 2 | 1,488 | 5,692 | 67,831 | 92,468 |
| 88 (rwd) | 0 | 113 | 0 | 0 | 1,214 | 5,365 |
| 98 | 16 | 1,363 | 42 | 58 | 32,842 | 47,891 |
| **Total Oldsmobile** | **6,706** | **7,695** | **5,572** | **19,824** | **286,585** | **329,447** |
| Sunbird | 4,000 | 1,903 | 4,008 | 13,823 | 100,989 | 94,291 |
| Grand Am | 4,800 | 4,906 | 4,904 | 16,601 | 134,676 | 157,769 |
| Firebird | 895 | 922 | 661 | 3,504 | 28,103 | 36,779 |
| Grand Prix | 1,883 | 3,115 | 0 | 2,214 | 74,879 | 80,783 |
| Pontiac 6000 | 0 | 1,646 | 0 | 0 | 36,411 | 54,708 |
| Bonneville | 1,849 | 2,226 | 1,574 | 4,929 | 51,452 | 59,949 |
| Safari/Parisienne | 0 | 0 | 0 | 0 | 0 | 2,691 |
| **Total Pontiac** | **13,427** | **14,718** | **11,147** | **41,071** | **426,510** | **486,970** |
| **GENERAL MOTORS** | **49,581** | **54,851** | **39,441** | **148,374** | **1,749,515** | **2,064,700** |
| **DIAMOND-STAR** | **3,250** | **2,856** | **2,709** | **10,932** | **85,999** | **41,847** |
| **HONDA** | **8,780** | **5,179** | **8,860** | **32,273** | **285,942** | **246,812** |
| Civic | 1,909 | 1,806 | 2,059 | 7,221 | 75,909 | 83,192 |
| Accord | 6,871 | 3,373 | 6,801 | 25,052 | 209,133 | 163,620 |
| **MAZDA†** | **4,273** | **3,998** | **3,743** | **13,418** | **113,810** | **132,731** |
| **NISSAN** | **1,228** | **2,628** | **780** | **2,276** | **53,373** | **76,911** |
| **NUMMI** | **3,296** | **4,976** | **4,264** | **14,127** | **137,633** | **135,536** |
| Corolla | 1,600 | 1,779 | 2,169 | 7,245 | 69,411 | 54,855 |
| Geo Prizm/Nova | 1,600 | 2,300 | 2,035 | 6,882 | 68,422 | 80,681 |
| **SUBARU-ISUZU** | **719** | **0** | **883** | **2,388** | **17,764** | **0** |
| **TOYOTA** | **4,426** | **3,791** | **4,485** | **15,887** | **142,942** | **86,244** |
| **TOTAL CARS, U.S.** | **106,425** | **130,988** | **105,628** | **388,795** | **3,959,808** | **4,540,973** |
| **TOTAL CARS, CANADA** | **21,796** | **15,272** | **12,358** | **54,788** | **669,669** | **631,055** |
| **U.S., CANADA CARS** | **128,221** | **146,252** | **117,986** | **443,552** | **4,629,477** | **5,172,028** |
| **U.S., CANADA CARS AND TRUCKS** | **219,934** | **247,376** | **188,306** | **725,962** | **7,758,981** | **8,982,865** |

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

| CANADIAN CAR | Week Ended Aug. 25, 1990 | Week Ended Aug. 26, 1989 | Week Ended Aug. 18, 1990 | Aug. to Date | Jan. 1 to Aug. 25, 1990 | Jan. 1 to Aug. 26, 1989 |
|---|---|---|---|---|---|---|
| Monaco | 0 | 0 | 759 | 1,244 | 6,891 | 0 |
| Premier | 0 | 0 | 526 | 1,922 | 7,398 | 27,241 |
| **CHRYSLER MOTORS** | **0** | **0** | **1,285** | **3,165** | **14,289** | **27,241** |
| Tempo | 2,926 | 3,002 | 0 | 7,036 | 77,733 | 85,062 |
| Topaz | 1,316 | 1,359 | 0 | 3,403 | 28,937 | 36,076 |
| Crown Victoria | 2,606 | 967 | 2,560 | 8,744 | 79,504 | 80,679 |
| Grand Marquis | 3,094 | 1,093 | 3,088 | 9,869 | 71,913 | 86,494 |
| **FORD MOTOR CO.** | **9,942** | **6,421** | **5,648** | **29,053** | **258,087** | **288,311** |
| Celebrity | 0 | 0 | 0 | 0 | 20,319 | 15,231 |
| Cutlass Ciera | 0 | 0 | 0 | 0 | 53,487 | 95,976 |
| Lumina | 4,885 | 4,535 | 863 | 5,748 | 137,968 | 89,356 |
| Regal | 2,619 | 2,187 | 668 | 3,287 | 60,469 | 46,222 |
| **GENERAL MOTORS** | **7,504** | **6,722** | **1,531** | **9,035** | **272,243** | |
| **HONDA** | **2,150** | **1,636** | **2,119** | **7,233** | **68,022** | **53,947** |
| **HYUNDAI** | **720** | **0** | **458** | **1,714** | **12,957** | **0** |
| **TOYOTA** | **1,300** | **493** | **1,317** | **4,408** | **38,638** | **9,404** |
| **VOLVO** | **180** | **0** | **0** | **180** | **5,433** | **5,367** |
| **TOTAL CARS, CANADA** | **21,796** | **15,272** | **12,358** | **54,788** | **669,669** | **631,055** |

| U.S. TRUCK | Week Ended Aug. 25, 1990 | Week Ended Aug. 26, 1989 | Week Ended Aug. 18, 1990 | Aug. to Date | Jan. 1 to Aug. 25, 1990 | Jan. 1 to Aug. 26, 1989 |
|---|---|---|---|---|---|---|
| Caravan | 0 | 1,716 | 0 | 0 | 67,046 | 68,335 |
| Dakota | 1,500 | 1,809 | 1,529 | 5,164 | 44,620 | 63,381 |
| Caravan C/V | 0 | 81 | 0 | 0 | 4,171 | 4,794 |
| Ram pickups | 2,300 | 1,812 | 2,231 | 7,702 | 66,049 | 63,506 |
| **Total Dodge** | **3,800** | **5,418** | **3,760** | **12,866** | **181,886** | **200,016** |
| Cherokee | 3,700 | 4,182 | 3,347 | 9,504 | 99,694 | 146,139 |
| Comanche | 300 | 480 | 232 | 701 | 4,942 | 19,531 |
| Grand Wagoneer | 300 | 0 | 325 | 877 | 4,647 | 7,514 |
| Wagoneer | 100 | 88 | 95 | 258 | 2,443 | 5,470 |
| **Total Jeep** | **4,400** | **4,750** | **3,999** | **11,340** | **111,726** | **178,654** |
| Voyager | 0 | 1,604 | 0 | 0 | 62,823 | 64,324 |
| Town & Country | 0 | 179 | 0 | 0 | 2,078 | 2,198 |
| **Total C-P Div.** | **0** | **1,783** | **0** | **0** | **64,901** | **66,522** |
| **CHRYSLER MOTORS** | **8,200** | **11,951** | **7,759** | **24,206** | **358,513** | **445,192** |
| Aerostar | 5,000 | 3,324 | 3,528 | 16,495 | 134,996 | 150,755 |
| Bronco | 992 | 1,457 | 987 | 3,559 | 34,293 | 51,569 |
| Bronco II/Explorer | 4,648 | 2,282 | 4,352 | 17,203 | 118,738 | 80,145 |
| Econoline | 4,212 | 4,158 | 4,230 | 15,036 | 128,383 | 153,731 |
| Mediums/Heavies | 1,149 | 1,198 | 1,159 | 4,299 | 35,884 | 41,124 |
| Light trucks | 10,325 | 10,924 | 10,375 | 37,065 | 300,289 | 351,806 |
| Ranger | 4,720 | 6,242 | 4,640 | 18,398 | 185,423 | 210,756 |
| **Total Ford Div.** | **31,046** | **29,585** | **29,271** | **112,055** | **938,006** | **1,037,886** |
| **FORD MOTOR CO.** | **31,046** | **29,585** | **29,271** | **112,055** | **938,006** | **1,037,886** |
| Astro | 2,905 | 2,790 | 2,546 | 10,195 | 83,196 | 109,093 |
| Blazer | 358 | 0 | 279 | 1,225 | 11,771 | 0 |
| Lumina APV | 0 | 551 | 0 | 0 | 58,553 | 19,036 |
| Mediums/Heavies | 421 | 460 | 378 | 1,503 | 6,325 | 7,369 |
| P-Model | 0 | 299 | 0 | 0 | 15,501 | 20,749 |
| Pickups | 7,855 | 8,046 | 3,710 | 20,706 | 265,801 | 270,352 |
| S-10 | 4,786 | 4,822 | 1,370 | 13,196 | 154,251 | 179,801 |
| S-10 Blazer | 4,174 | 4,193 | 380 | 9,825 | 67,032 | 130,811 |
| Sportsvan/Van | 1,001 | 1,800 | 670 | 1,671 | 39,459 | 65,547 |
| Suburban | 1,505 | 1,502 | 1,083 | 5,163 | 46,557 | 53,084 |
| **Total Chevrolet** | **23,005** | **24,463** | **10,416** | **63,485** | **748,446** | **852,123** |
| Jimmy | 110 | 167 | 80 | 367 | 3,631 | 5,639 |
| Mediums/Heavies | 645 | 483 | 629 | 2,092 | 7,417 | 12,194 |
| P-Model | 0 | 47 | 0 | 0 | 2,063 | 2,916 |
| Pickups | 1,745 | 2,902 | 981 | 4,454 | 93,261 | 80,695 |
| S-15/Sonoma | 1,073 | 1,244 | 215 | 2,537 | 35,187 | 40,704 |
| S-15 Jimmy | 1,070 | 858 | 107 | 2,711 | 22,425 | 36,994 |
| Safari | 855 | 714 | 795 | 2,990 | 29,752 | 28,451 |
| Suburban | 837 | 659 | 702 | 2,678 | 23,378 | 20,893 |
| Vandura/Rally Vans | 379 | 650 | 253 | 632 | 14,761 | 18,645 |
| **Total GMC** | **6,714** | **0** | **3,762** | **18,461** | **231,875** | **0** |
| Olds Silhouette | 0 | 0 | 0 | 0 | 23,636 | 0 |
| Pontiac Trans Sport | 0 | 7,724 | 0 | 0 | 36,842 | 241,190 |
| **GENERAL MOTORS** | **29,719** | **32,187** | **14,178** | **81,946** | **1,040,799** | **1,093,313** |
| **NAVISTAR** | **1,581** | **1,656** | **0** | **4,088** | **47,819** | **52,130** |
| **NISSAN** | **2,450** | **0** | **2,412** | **8,855** | **94,833** | **0** |
| **SUBARU-ISUZU** | **965** | **2,478** | **894** | **3,189** | **19,183** | **79,633** |
| **AM GENERAL*** | **450** | **450** | **450** | **1,620** | **14,940** | **14,940** |
| **MISCELLANEOUS*** | **3,000** | **3,000** | **3,000** | **10,800** | **99,600** | **92,900** |
| **TOTAL TRUCKS, U.S.** | **77,411** | **81,307** | **57,964** | **246,758** | **2,613,693** | **2,815,994** |

| CANADIAN TRUCK | Week Ended Aug. 25, 1990 | Week Ended Aug. 26, 1989 | Week Ended Aug. 18, 1990 | Aug. to Date | Jan. 1 to Aug. 25, 1990 | Jan. 1 to Aug. 26, 1989 |
|---|---|---|---|---|---|---|
| Caravan | 1,256 | 3,407 | 943 | 2,563 | 85,280 | 92,751 |
| Caravan C/V | 0 | 201 | 0 | 0 | 5,610 | 7,695 |
| Ram Wagon | 350 | 663 | 417 | 1,924 | 16,173 | 17,329 |
| Ram Van | 1,570 | 1,727 | 1,487 | 3,202 | 36,964 | 44,630 |
| **Total Dodge** | **3,176** | **5,998** | **2,847** | **7,689** | **144,027** | **162,405** |
| Voyager | 1,132 | 2,636 | 769 | 2,207 | 67,965 | 82,117 |
| **Total Plymouth** | **1,132** | **2,636** | **769** | **2,207** | **67,965** | **82,117** |
| Wrangler | 1,465 | 1,826 | 1,357 | 4,441 | 37,875 | 53,129 |
| **Total Jeep** | **1,465** | **1,826** | **1,357** | **4,441** | **37,875** | **53,129** |
| **CHRYSLER MOTORS** | **5,773** | **10,460** | **4,973** | **14,337** | **249,867** | **297,651** |
| **FORD MTR. (lt. trks.)** | **3,294** | **3,814** | **3,136** | **10,930** | **92,586** | **103,521** |
| Light trucks | 3,480 | 3,404 | 3,206 | 6,686 | 109,044 | 103,572 |
| Vans | 104 | 1,070 | 0 | 104 | 32,032 | 37,967 |
| **Total Chevrolet** | **3,584** | **4,474** | **3,206** | **6,790** | **41,076** | **141,539** |
| Light trucks | 1,400 | 1,341 | 1,047 | 2,447 | 42,179 | 45,859 |
| Vans | 40 | 528 | 0 | 40 | 13,349 | 18,709 |
| **Total GMC** | **1,440** | **1,869** | **1,047** | **2,487** | **55,528** | **64,568** |
| **GENERAL MOTORS** | **5,024** | **0** | **4,253** | **9,277** | **196,604** | **0** |
| **NAVISTAR** | **221** | **0** | **0** | **927** | **6,345** | **7,584** |
| **TOTAL TRKS, CANADA** | **14,362** | **19,817** | **12,389** | **34,772** | **545,362** | **614,863** |
| **U.S., CANADA TRKS.** | **91,713** | **101,124** | **70,329** | **281,530** | **3,121,584** | **3,430,857** |

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.